

4.2

Handout:

Differences between B2B and B2C

DIFFERENCES BETWEEN B2B AND B2C

Many times, consumers make buying decisions based on emotions. It's more about WANTS than NEEDS, and may be the cause of an event or a personal experience.

B2B BUYING PROCESS

1.

Consumer sees a product in action and wants to get it. (ex. a friend's appliance in their home, a co-worker's shoes in her Instagram post)

2.

Consumer searches for related content - an official website, an Amazon product page, a blog post, a walkthrough video, etc. - that generates desire in the product.
← Your copy needs to work HERE

3.

Consumer decides to buy it

B2C BUYING PROCESS

1.

Business identifies a need

2.

Person researches solutions, usually focusing on features, budget, and needs of multiple people ← Your copy targeted at a person needs to work HERE (and multiple people with different needs may do this research)

3.

Person suggests options to decision maker

4.

Decision maker researches choices
← Your copy targeted at a person **in a decision-making role** needs to work HERE

5.

Decision maker requests a demo/trial for team to review solutions

6.

Team delivers findings to Decision maker

7.

Decision maker approves a decision

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EXAMPLE

- 1 Business realizes they need a better solution for shipping products to customers
- 2 Shipping manager is tasked with finding solution, given guidelines (like necessary features and specific budget range) and begins researching different services online - he does Google searches, looks at websites, blog posts, reviews, and more
- 3 Shipping manager identifies 2 or 3 best options, shares info with VP of Operations
- 4 VP researches each option, reviewing additional details about implementation, support, and pricing
- 5 Shipping manager tries out demo of service with team
- 6 Team shares feedback and recommendation with VP
- 7 VP might have to present final ideas and get approval from VP of Finance, CEO, and others - VP approves the decision

In the B2B buying process, there are usually more people involved with more varied concerns and needs. Copy is needed to show understanding, make connections with the customer, and demonstrate expertise. In B2B, more copy is needed to satisfy all the needs of each decision maker involved.